

CE/JD/P3926
1st June 2009

Director of Planning
London Borough of Camden
Town Hall
Argyle Street
London
WC1H 8ND

Planning Portal Ref: PP- 00734507

Dear Sirs,

144 Shaftesbury Avenue, London, WC2
Dual/ alternative use of first floor for either continued Class A1 (retail) or Class B1 (office) use.
Renewal of planning permission PS9904411/R1.

On behalf of our client Shaftesbury Covent Garden Ltd, we write in support of a planning application for the dual use of the first floor of the property as either Class A1 (retail) or Class B1 (office) use. The requisite application fee of £335 has been submitted to the Council by post.

Site location and existing use.

The property is located on the corner of Shaftesbury Avenue and Earlham Street. The property is currently retail on the basement, ground and first floors and offices on the upper floors. The property is located within the Seven Dials (Covent Garden) Conservation Area and is not listed. This application relates solely to the use of the first floor.

Planning permission was granted on 6th September 1999 for the 'Change of use of first floor from a sui generis mixed use to use as either Class A1 retail use in connection with the retail use on the ground floor, or to use as offices, Class B1'. (App ref: PS9904411/R1).

This dual use permission is due to expire on 6th September 2009. Our client wishes to renew this permission to allow more flexibility in the future use of the first floor. This application is therefore identical to the 1999 approved scheme. All the drawings submitted are the approved 1999 drawings. We have added a scale bar to meet current validation requirements.

The first floor is currently used as retail in connection with the ground floor. The first floor can be accessed via the ground floor retail unit and also directly from Shaftesbury Avenue and Earlham Street.

The Proposal

This application seeks the continued flexible use of the first floor so that it can be used for either retail in connection with the ground floor or use as offices. There are no physical works proposed,

London Borough of Camden
June 2009

this application solely seeks the dual retail or office use of the first floor.

Design & Access Statement

This application proposes a material change of use of the first floor for alternative retail or office use and therefore a design and access statement is not required for the 'use' of the first floor, in accordance with the provisions of the General Development Procedure Order (GDPO) as amended. The existing access to the first floor will remain as existing.

As discussed above, the use of the first floor as dual retail or office use have previously been approved in 1999. This application is solely seeking the renewal of the 1999 permission to allow continued flexibility in the future use of the property.

Camden Planning Policy

Shaftesbury Avenue and the surrounding Seven Dials and Covent Garden areas are renowned for the wide range of shopping and service uses. The use of the first floor for continued retail is therefore considered to be entirely appropriate in this location. The proposed retail use complies with Council **Policy R2** and does not cause harm to the character, amenity or function of the area. The use contributes to the viability and vitality in the area. The retail use is also in accordance with Policy R2 as it is readily accessible by a choice of means of transport.

Policy EC3 supports accommodation for small business and firms. Policy EC3 notes that it is important to supply a good range of high quality small office accommodation to meet the needs of new small businesses. The use of the first floor for office space would therefore be supported by Council policy and would work successfully in this location as it does on the upper floors of the property. An office use within this location will also contribute to the mixed use character of the area whilst also providing employment diversity to the locality.

We consider the continued use of the first floor as retail or office use will preserve and enhance the special character of the area and is therefore entirely in accordance with **Policy B7** Conservation Areas.

Conclusion

The proposed dual/ alternative use of the first floor units for continued retail or offices use is considered to be fully acceptable at this location.

The proposed alternative uses fully accord with the character of the surrounding area. Neither of the proposed uses will prejudice the amenities of the wider local area. We consider the proposal to be consistent with the Council policies whilst improving the character, function and quality of the area by expanding the range of uses available to local residents and visiting members of the public.

Furthermore, the application is identical to the schemes approved in 1999 and we therefore consider them to remain fully acceptable. No amendments have been made to the approved schemes; our client solely requires further time to implement the permissions.

We trust you will find the submitted information sufficient to validate our client's application and we look forward to a swift and positive outcome. However, should you have any questions or wish to arrange a site visit, please do not hesitate to contact me.

London Borough of Camden
June 2009

Yours faithfully



Claire Evans
Rolfe Judd Planning

c.c Clare Harris : Shaftesbury Covent Garden Ltd